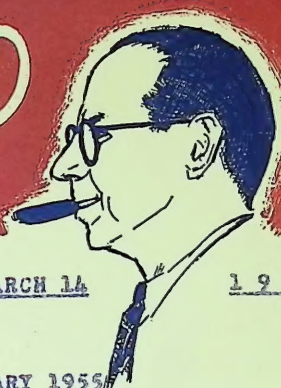


Ballyhoo



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1955

THE WINNERS I
BALLYHOO S.O.S. - FEBRUARY 1955

Step right up folks ... and let's have a great big hand for our winning showmen for the month just ended ... They proved again that all it takes to win ... is the will, mixed with equal portions of showmanship and effort, plus the ability to combine the two. Everybody starts from scratch at the beginning of each month in this contest ... Everybody can ... if they really give it a try ... duplicate the activities of our winners in their own situations ... Some do and some don't ... It doesn't take a crystal-gazer to determine who winds up heading the lists ...

Now let's spend a minute or two with our winners, and here they are ...

GROUP "A"

1st PRIZE - Mel Jolley
2nd PRIZE - Art Cauley

GROUP "B"

1st PRIZE - Olga Sharabura
2nd PRIZE - Len Gouin

My sincere congratulations guys ... and Olga. You won fair and square, and it's a distinct pleasure to see you heading our polls for February.

Olga is the only newcomer to our winners' circle. Welcome gal ... you're in good company. This is Len's second win ... both seconds.

As for Mel and Art ... well, they seem to have cornered the market since the withdrawal of our Mr. Harvey from the field ... Mel now has two firsts and a second to his credit, and Art's score reads one first and two seconds.

Time's a-fleetin' gang ... only a few more weeks left before we name the grand winners. You gonna be right in there? ... or are you going to sit on the sidelines and watch the parade pass you by? It's your choice

D.E.K.



ATTENTION PLEASE

I have copy of a letter sent to all theatres in Ontario, from the office of Dan McPhee, assistant director of the Theatres Branch. In it he warns that in future, any theatre inspector finding obstructed entrances or exits is to prosecute the manager immediately. Plain enough?

Please make sure that your exit doors are equipped only with approved panic hardware ... Make sure that all doors are free-swinging. Make sure that at no time are refuse, garbage cans, vehicles etc. permitted to obstruct your exitways.

"An ounce of prevention is worth a pound of cure ..."
Check your exits daily and you won't get into trouble. Oh yes, during the past month, four theatres in Ontario were charged and convicted. We have a clean record. Let's keep it that way.

.X.X.X.X.X.

THANKS HAROLD

I have copy of a letter sent out to his theatres by Harold Bishop of our Winnipeg office. In it he quotes verbatim, my title page in the BALLXHOOD dated March 7th ... headed "Turn Ideas Into Action" with a very complimentary commentary of his own.

I'm glad you liked my "editorial" Harold, and thought enough of it to pass it along to your boys. I'm flattered, and I appreciate it. Thanks pal.

.X.X.X.X.X.

PERFORMANCE INTERRUPTION REPORTS

This report is extremely important and serves a very useful purpose. A Performance interruption report MUST be filed with this office every time there is a break in your program. I thought everybody knew that, and it took an investigator's report to bring home to me the fact that some managers simply ignore reporting mechanical interruptions in their programs.

In checking the investigator's report I noticed his comments that the performance was interrupted on two separate occasions in one evening. Checked my files ... No report. After all, how are you to know that there's somebody in your audience looking for these things?

Get smart fellows ... we have rules, report forms etc. for YOUR protection. USE THEM.

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DID YOU FOLLOW THE SUGGESTIONS IN
YOUR T.C.L. CALENDAR FOR MARCH THIS
WEEK? EVERY DAY? THEY MAKE SENSE.

OUR BEST MOVIE-GOERS

Statistics conclusively prove that women and teen-agers are our best, most consistent fans. This same group is also in the front ranks of our radio listening audience. Tie the two together and maybe there's something to really think about.

Have you a "teener" in your home? Then I'll bet you get an earful of all the latest pop tunes ... know every local disc jock by name ... know the latest gossip about every star worthy of marquee space. And the little lady ... does she miss a single one of the dozens of soap operas which jam the air-waves every afternoon? I'll bet not.

So what? Just this ... Get next to the lads on your local radio station ... get to know them all, deejays, newscasters, the business personnel ... all of them. The business you are in is NEWS ... Hot news, all the time ... and they know it. I'll bet you can promote yourself a half hour theatre program just like that ... and you can create quite a radio following. It's been done, and is being done all the time.

Radio at the moment is in a bit of a slump ... wide-open for some smart promotion ... looking for new means of hanging on to audiences. This is your big chance to climb on the radio bandwagon. They'll greet you with open arms ... Take every advantage of it. It'll pay off, I'm sure.

.X.X.X.X.X.

COMING AT YOU ... EASTER

Easter's only a few very short weeks away ... What are you doing about it? Have you planned any special children's or teen-agers shows? How about a "six to twenty" fashion show? Your merchants will love you for it ... and it may help jam your theatre on the Saturday morning before Easter Sunday.

Have you begun your "clean-up" drive yet? Easter means Spring ... and the two suggest a bright, fresh approach to your new season. Get going guys ... don't wait until Good Friday and then begin worrying about it. The time is NOW.

.X.X.X.X.X.

HOW ABOUT A "HELLO" TO AL

It must get awfully lonesome at times, lying in a hospital bed for weeks and months at a stretch ... trying to be patient, and keep occupied between visits, of friends and family. I've never heard Al Hartshorn complain ... the guy's always smiling and ready to "talk shop" ... in his case, this being anything to do with his favourite theatre ... his own Regent in Oshawa.

The boys in Hamilton see Al often ... I try to drop in on him every time I'm in the vicinity, and Helen makes the trip from Oshawa every Sunday, rain or shine. If you can't get up to say a cheery "Hello" ... drop Al an occasional card ... Let's show the guy we're thinking of him ... flood him with Easter cards ... He'll get a real kick out of it.



Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

I really don't know what I can say in this portion of our BALLYHOO which the attached score-board doesn't express much more eloquently. Study the figures, guys ... be honest about it ... just how hard did you try last month? Yes ... I know the answer, and I'm not too happy about it.

Nobody starts with an edge in this deal ... and I haven't yet seen a single stunt pulled by one of our winners that couldn't just as easily have been promoted in any other town in this group. The secret lies in one little word ... CONSISTENCY. One window nets you exactly 300 points ... but, do what Olga did, and cover every window in your town ... and in her case it was a neat 9600 points, for thirty two windows. That's the difference. And believe me, they were real windows ... not the odd still or window card slapped in. I wonder why her business was so good that week?

This is Showbusiness, fellows ... and a very competitive business it has become, as you well know, and that is why it takes real showmen to keep our theatres at the top of the heap ... a position our company has held over a period of many, many years.

I know that I've got the best showmen in the country in my group ... You've proven it time and time again, but let's not live on past glories. There are lots of new worlds to conquer ... so, gird your armour ... spelled SHOWMANSHIP ... and let's start conquering.

BALLYHOO S.O.S. SCORE-BOARD

FOUR WEEKS ENDING FEBRUARY 26TH AND GRAND TOTALS

	TO DATE	FEB. 5	FEB. 12	FEB. 19	FEB. 26	BONUS	FEE. TOTAL	GRAND TOTAL
<u>GROUP "A"</u>								
Nel Jolley	75,800	4600	7900	6300	5400	1000	25,200	101,000
Art Canley	88,400	8400	4300	4600	6000	1000	24,300	112,700
Ted Doney	39,100	3500	4100	2700	2200	1000	13,500	52,600
Vern Hudson	37,100	4100	2500	1400	2600	1000	11,600	48,700
Bob Harvey	88,500	1300	2100	2700	3300	1000	10,400	98,900
Don Edwards	48,800	1800	3000	2100	1600	1000	9,500	58,300
Herb Cheppel	26,700	1400	2100	900	1100	1000	6,500	33,200
Jeff Jeffrey	29,400	3200	900	---	300	---	4,400	33,800
<u>GROUP "B"</u>								
Olga Sharabura	25,200	800	3300	14,400	3000	1000	22,500	47,700
Len Guin	41,200	2500	3600	2,900	3000	1000	13,200	54,400
Geo. Ferhan Jr.	59,500	4500	3400	2,100	2000	1000	13,000	72,500
Chas. Perrie	41,600	2000	3100	4,200	600	1000	10,900	52,500
Ed. Landsborough	25,500	2000	2500	2,200	2500	1000	10,200	35,700
Norm Gray	22,600	900	2400	900	2200	1000	7,400	30,000
Paul Turnbull	36,200	1100	500	2,300	600	1000	5,500	41,700
Jack Ward	14,600	---	2800	1,200	900	---	4,900	19,500
Jack Bridges	24,400	4500	---	---	---	---	4,500	28,900
Bob Nelson	15,300	---	---	---	---	---	---	15,300

And there you have it gang ... What was it I said about a contest not being won until the final results are in? Look at what Mel and Art have done to our "Q" boy up in North Bay ... Wow!

And just take a look at what Olga did to our smart lads in the "B" Group ... nearly as many points in one week as she had in the previous three and a half months.

Just goes to show you ... EVERY SINGLE WEEK COUNTS ... and you'd better start counting the weeks ... Not too many of them left before we start pickin' winners.

ALONG THE "B" DRUMBEAT TRAIL

Art Gauley is a firm believer in BALLYHOO ... and really works at it ... as evidenced by his standing in our current S.O.S. and the numerous prizes he has copped to date. Every once in a while I get a brief note from him, and I would like to quote an excerpt from the most recent one. It makes sense. See Art:-

" More important ... BALLYHOO is a wonderful source of information to us. We can read what the other boys did with the picture ... do the same, add some ideas of our own, and come up with a fairly good bunch of "seat-selling" ideas ... "

Thanks Art for putting it so well ... Isn't that just what I've been trying to get across all these years? BALLYHOO, to be effective must be a co-operative effort ... YOU call the shots ... I publish them ... and EVERYBODY can benefit. It's just that simple. I don't mind all the extra hours I put in, but I've got to have you guys back of me, or it becomes very much of a one-sided affair. Keep feeding me material, fellows, get your names in this sheet, and we'll all be happy.

And don't forget ... I like news of your family too, and your staff members. Don't wait for me to accidentally come across an item of interest to yourself or your staff ... Let me in on it, and I'll publish it. After all ... everybody in this gang should be a reporter for our BALLYHOO ... so, start reporting.

Now that our results for February are out ... What do you think? Did the right people bring home the (You should excuse the expression ...) bacon? Or maybe you feel that YOU ought to have been in there somewhere. Well ... why weren't you? I can only go by the points you earn.

I've got nothing against Art or Mel ... believe me, but I'd like to see a couple of our other shewmen give them a nudge now and then ... just to make things interesting ... So far, those two have pretty well split the prize money, with three wins each out of four months.

Olga and Len ganged up on young Forhan last month, and knocked him right out of the picture ... but, see George:- "I shall return ..." Shades of McArthur ... but I bet he means it ... and will.

So now maybe we should do a little reporting ... and tell you what's been going on this past week? O.K. then, what are we waiting for?

PARAMOUNT - PETERBORO

Art was playing 3 RING CIRCUS ... and to start the ball rolling I see a full page of co-ops in his Weekly Review, with 60% of the total devoted to the theatre ... the participating merchants paying the shot. Not bad. The identical page appears in the Lakefield News. Art's "Business Quiz" in the Examiner still netting him a good-sized ad for free.

PARAMOUNT - PETERBORO (cont'd.)

In the way of scenes ... I can count sixteen of them this week ... that's what I said ... SIXTEEN. Eight single cols. and eight doubles. Not bad, eh? They're evenly divided between the Review and the News, and while Art doesn't get the same count for Weekly paper coverage as he would for the same thing in his Daily ... he more than makes up the lost ground by his system of saturation.

Don Corrin's "Hollywood Newscrol" still an important feature in both papers ... with Hollywood chatter predominating, and curiously enough, it just happens that the personalities selected are all either currently appearing or due to appear in the near future, on the Paramount screen.

A clown Contest was run in conjunction with Hatton Bros. Fun House ... 4,000 numbered heralds were distributed in 18 local schools, with winning numbers posted in the merchant's window. Hatton's provided the prizes.

The School Safety Patrols were Art's guests at one of his matinee showings of CIRCUS ... each of the attending members carting away enough heralds to take care of his own school ... This is one way of assuring 100% distribution.

I was in Peterboro last week, and can honestly tell you that I thought I was entering the Big Top when I walked into the Paramount. The whole front was done up circus-style ... doors, windows, box office, everything. Most attractive.

I forgot to mention ... the finale of the Clown Contest was held on Art's stage at the Saturday matinee, with the winners being presented with their prizes by the two Hatton bres.

In the way of radio coverage ... C H E X played twelve individual selections from the feature, with good credits after each spinning. In addition, "Campus Cavalcade" a fifteen minute program handled by local high school students, featured Jerry Lewis this week.

And that's about all I can find in Art's scrapbook this week ... and the guy promises more and better stuff to come.

PALACE - GUELPH

I note scenes on off-theatre-pages in the Mercury on each of BAD DAY AT BLACK ROCK and BAMBOO PRISON.

Vorvis Restaurant still distributing several hundreds of book matches each week ... with the Palace contest featured on the inside cover.

Herb's lobby is loaded with the material sent out by M-G-M in connection with their Celebration Month ... A very effective display. It's beginning to look like Herb doesn't do any more than he can possibly get away with lately ... Not like the old ball of fire we knew a year or so ago ... Wonder what's up? Three years in the business and tiring already?

REGENT - OSHAWA

I'm glad you sent in something this week, Charlie ... You nearly got yourself a nice big goose-egg last week, if I hadn't thought of your I SAW deal in time. I knew that Al watches your results very carefully ... and would like nothing better than to see you knock off one of the monthly prizes. It CAN be done, you know.

This week the Regent was playing A STAR IS BORN, and I see that Charlie was able to line up a couple of good co-ops. Collette Beauty Salon went for one, and Johnson's Men's Wear the other. Both excellent, with good theatre credits in each. Johnson's also put in a fine window display tying in with the pic. Another good window in Biddulph's Appliances.

The deejays on the local station co-operated nicely with several tunes from the pic ... each accompanied by good theatre credits. The Times-Gazette must be weakening ... I note this week a good story on the subject of "New Theatre Techniques" ... submitted by Charlie. He was just as surprised at the appearance of the item as I was. That's the only way you'll get coverage Charlie ... by sniping away at them until they get tired of saying "no" ...

That's a little better, fella ... and earns you a fair quota of points. Equal this each week for the next three, and I have an idea you may just squeeze into the winners' circle.

ALGOMA - SOO

From Norm I see snaps of several good window displays ... the best one being in Moore's, in support of DEEP IN MY HEART ... Still plugging away at his Foto-Nite, with a good outside display, and a little street bally, involving his deerman carting a giant offer display around town on a kiddie's wagon.

Norm's confection bar is a veritable Emerald Isle, in honour of St. Patrick's Day ... Very tastefully decorated.

In regard to the sport crest giveaway on Saturday matinees, Norm has lined up the two sporting goods stores to provide prizes for the winners. More details when the tie-up is completed. Norm also got in touch with the several school inspectors in the area, outlined details of his plan, plus the information that when an "Adult" picture was booked, it would be replaced for this performance with a more suitable one, and won them over completely to his side. They are very pleased, and have promised him every assistance. That's what I like to see. Keep at it Norman, and let me know what's cookin'.

ROYAL - GUELPH

Ted's contribution to these columns this week is the information that his I SAW deal is now stronger than ever, with a new, two-column format, cartoon style heading each one.

I also note two good scenes on off-theatre-pages ... one on THE MEN and the other on 3 HOURS TO KILL. And that looks like about it, from F.G.

CAPITOL - WELLAND

George is worried ... I really trimmed his budget the last time I visited him ... and he warns that he won't be able to toss as much Ballyhoo at me as in the past. Well, let's take a look.

I see that his I SAW feature in the local daily is still going strong ... every day in the week. Three good scenes, on off-theatre-page locations, on each of SABRINA, FLAME AND THE FLESH, and MY FRIEND FLICKA. Not bad so far ...

What's this? ... Eight individual window displays ... and from the looks of them, pretty good ones too, in some of the best locations along the main drag.

In addition, his seven permanent displays spotted in windows around town, still attracting attention.

Yep boy, you sure are slipping ... but just as long as you don't do any worse than this week, there'll be no beefs from yours truly.

CAPITOL - PETERBORO

For his date on PASSION, Len arranged a pretty fair window in Fuller's Drug Store ... tying in a line of cosmetics. Another good window in Marine's Restaurant. A mounted 3-sheet was placed in a vacant down town window.

Ten cards were placed on telephone posts along the main drag, all pointing in the direction of the theatre ... Radio station C H E X came through with three good plugs for the picture, tying it in with the playing of "Passion Tango" Two one column scenes appeared in each of the Review, and Lakefield News.

The "Hidden Names" contest still running in the News, with the Capitol getting a good five column banner in return for a few Oakleys used as prizes.

For his date on the twin bill COMMAND and SOUTH SEA WOMAN, C H E X came through with twelve good individual plugs over the "Campus Cavalcade" program.

I mentioned in a previous issue that Len was working on a local merchant to promote a free trip to Toronto for the winning boy or girl, to attend the opening baseball game ... Well, it's in ... and he has the prize all lined up ... and since the merchant is just as anxious as Len is to publicize the deal, I'm looking forward to some real business on the next several Satmats. What are the rest of you doing to promote your sport crest give-aways? Let me in on the secret ... will you?

And incidentally ... do the kids know that they can get an additional crest with their purchases of pop-corn? Tell 'em, will ya? They're not mind readers.

TIVOLI - HAMILTON

Well, waddaya know ... I have a full campaign in from Don ... and it happens to be a good one ... on 20,000 LEAGUES, which should be a "natural" in every situation.

Don worked with the Timex Corp. people on this one, and as a direct result, wound up with more newspaper coverage than he's had since his WHITE CHRISTMAS date. The Right House, local department store, went for a 275 line ad as part of their daily full page ... and in addition put in a most attractive window display. Simpson-Sears came through with a 300 line ad and a display in their store ... Robinson's Department Store went for 300 lines and a window display ... and the Timex Corp. took a 300 line ad in the Spectator.

Each of the participating merchants put in displays in the Tivoli lobby, and I haven't seen so much animation around there in a long time. All very attractive ... and effective.

Finlay Fish Ltd. took a 100 line ad to tell their customers that "From 20,000 LEAGUES UNDER THE SEA come the finest fish for the Lenten season ..." Good theatre credits.

A contest over C K O C in which children were asked to identify the singer of "A Whale of a tale" ... taken right off the sound track, brought 700 replies at a cost of a few guest admissions. The daily News Quiz over the same station still continuing.

The Timex Corporation provided the theatre with 50 specially imprinted window cards which were placed in every jewellery store in the city. Good theatre copy included.

All the O'Brien news trucks were bannered with pic and theatre copy. O'Brien's sent out 275 heralds to their dealers with instructions to post them in conspicuous spots on their displays.

Don complains that a lot more could have been done had he had more money to spend ... All I can say is this ... You don't have to be too smart a showman to go out and buy your promotion ... the idea is to PROMOTE ... to BALLYHOO.

CAPITOL - ST. KITTS

Vern's feature was CARMEN JONES, and this is what he did to tell the natives about it ...

Arranged for the playing of several numbers from the score on Jack Dawson's afternoon program over C K T B ... A "Guess the Tune" contest over Dave Wilson's morning program, and the playing of the entire score on his Sataft "Best on Wax" show. The 15 minute "Morning Melodies" program still a daily feature.

A good window in Caver's music store ... Another one in the local Coffee Shoppe ... The New Method Laundry prize deal still going strong, with newspaper plugs ... A good off-theatre page scene, and the standee at the entrance to the supermarket.

CENTURY - HAMILTON

Mel really did a job on his Famous Fun Festival this week ... and the Spec went along with him all the way. Appears that Gene Autry was making a personal appearance locally, so ... Mel arranged for an Autry film on his Saturday morning show, with free photos of Autry, 25 special prizes provided by the Spec, free tickets to see Autry in person, and free Shoppy hot dogs. Did the kids ever love it? The Spectator paid half the cost of the co-op ad publicizing the deal, in addition to plugging it in their pages all week. Not bad, what?

C K O C still running the DESIREE contest, with a mystery singer playing the song from the pic. Winners in this contest were presented with records promoted from the Capitol Record Company of Toronto. Paul Hanover continues to plug Mel's features over his daily "Housewives Matinee" and on his weekly program from the Brant Inn.

The weekly T.V. show "Collegiate" originating at the Forum still plugging Mel's shows ... and George Wilson tosses in the odd plug on his Friday and Saturday T.V. programs.

A good display in Duncan's, tying in the book, and a front page story in the Review, complete Mel's entry for this week ... and that ain't bad.

ORPHEUM - SOO

Olga offers us nothing in the way of BALLYHOO this week ... all tuckered out after her terrific campaign on YOUNG AT HEART, I guess.

She does send along a letter, however, from the Catholic Women's League of Canada, thanking her for the show she put on for them last Sunday. Guess we can consider this as good public relations.

CAPITOL - GALT

Eddie sends along a tear sheet containing an excellent story on Famous Players' thirty fifth anniversary ... and manages to have snuck in the titles of a number of his coming attractions. His I SAW deal in the same paper, still going strong.

He borrowed an album of A STAR IS BORN recordings from Connie's Music Center, and plays them before and after the show and during intermissions. Connie's put in a good window display for him on the same attraction. Rouse's Music store placed a mounted one-sheet display at the entrance to their store.

C K G R still playing along, with good plugs on their Capitol Showtime program on Monday through Wednesday, and on the Hi Neighbour program the latter part of the week. All for free, ses Eddie.

Ed's doing a fine job on his sport crest giveaway, and I'm awaiting complete details before I pass it on to you.

CAPITOL - SUDBURY

Haven't been getting too much stuff from this part of the country, and I really can't understand it. When Jeff sets his mind to it he really can promote ... but how do you get the guy to set his mind? Well, at least I've got an entry from him this week.

When he played DEEP IN MY HEART, Jeff was able to arrange for a full hour's musical program over C K S O, with excellent theatre credits. C K S O -TV also played musical selections from the film on the Sunday night program, and the commentator's remarks are rather interesting ... Said the lad ... "I'm not supposed to commercialize on this program, but I think that DEEP IN MY HEART is playing this week at the Capitol Theatre ..." Well, I suppose "A rose by any other name", etc. That's good stuff, Jeff.

In connection with his Saturday matinee crest giveaway, Jeff promoted a brand new bicycle as the first prize, to be awarded on the final week, and Cecutti's Bakery, the donors, went for a newspaper ad announcing the deal. Let's have more details, Jeff ... I'd like to pass this along.

DOWNTOWN - HAMILTON

Paul devotes this entry to his crest giveaway deals ... and they're good. He tied in with C K O C's daily feature ... Pere Allen Sports Club, and on each program Allen devotes two or three minutes to publicizing the crest deal, with chatter about Paul's current attractions tossed in. Several of the crest contestants will be interviewed weekly, and Pere Allen has agreed to act as one of the judges. Prizes are piling up but Paul wants to wait until his list is complete before he makes some of your mouths water.

A good story appeared in the Hamilton Review with full details of the Saturday matinee deal.

Paul has completed arrangements with the Hamilton Cardinal Baseball Club officials to have ALL girls and boys who collect a full set of crests and have them attached to a sweater or some other item of clothing as their guests at any regularly scheduled game during May.

To give an air of authenticity to the deal, Paul has arranged with his booker to book in a sports reel every Saturday. These in turn are plugged by Pere Allen on his show. He hints of many more developments which should culminate in the biggest promotion he has ever worked on. Let's have all the details, Paul ... I want to pass them along.

As an afterthought, Paul tells us that he arranged with the American News Distributors to banner all their trucks with good sales copy on his twin bill PORT OF HELL and TARGET EARTH. The three Canadian Floor-Tex stores in Hamilton put in excellent window displays, with good tie-in copy. That's it for now.

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SEE YOU NEXT WEEK.